

## Message Text

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PAGE 01 STATE 191176  
ORIGIN NEA-10

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DRAFTED BY NEA/ARP:JZIOLKOWSKI:SLB

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FM SECSTATE WASHDC

TO AMEMBASSY ABU DHABI

UNCLAS STATE 191176

PLEASE PASS DUBAI

E.O. 11652: N/A

TAGS: BEXP, TC

SUBJECT: ICE CREAM FRANCHISE FOR UAE/31 FLAVORS FOR  
SEVEN EMIRATES

1. LAWYER FOR BASKIN AND ROBBINS HAS INFORMED DEPARTMENT  
THAT COMPANY IS IN FINAL STAGES OF NEGOTIATIONS FOR  
FRANCHISING ITS ICE CREAM IN UAE. GALADARI COMPANY WILL  
HANDLE SALES OF ICE CREAM BEGINNING WITH DISTRIBUTION TO  
DUBAI. UNDER TERMS OF CONTRACT AS RELATED BY LAWYER,  
SHIPMENTS OF ICE CREAM WOULD BE FLOWN MONTHLY FROM MANU-  
FACTURING FACILITY IN TEXAS TO DUBAI. BASKIN-ROBBINS WILL  
TRAIN SEVERAL PEOPLE FROM GALADARI COMPANY IN SALES AND  
MARKETING ASPECTS OF ICE CREAM BUSINESS.

2. WHILE BASKIN-ROBBINS EXPECTS TO BE DOING BUSINESS IN  
EMIRATES SHORTLY, IT APPARENTLY IS STILL TOO SOON TO  
SPECULATE ON INTRODUCTION OF NEW FLAVORS SUCH AS FUJEIRA  
FUDGE, RAS AL-KHAIMAH RIPPLE, AJMAN APPLE OR DUBAI DATE  
NUT. VANCE  
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## Message Attributes

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**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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